



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

## Contract # 48048

### Schedule Dates

09/17/12-09/23/12

### Advertiser

WARREN FOR SENATE 2012 (3373)

### Agency

Media Strategies & Research (1800)

### Product

POLITICAL CANDIDATE (1051)

### Brand

Est 11954 (27694)

### Salesperson

Shiebler, Charles (1011)

### Sales Office

WHDH

### Buyer Name

/

### Phone/Fax

### CPE

11954

### Account Types

Local/Political Candidate Agency

### Billing Type

Standard

### Comments

Date Entered 09/12/12

Last Modified 09/13/12

Entered By Charles Shiebler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$39,727.50

Net Total \$225,122.50

Sales Tax

### WHDH Boston (WHDH)

By Broadcast Month Spots Rate

Sep. 2012 170 \$264,850.00

Grand Total: 170 \$264,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	5A- 5:30A (ET)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
2.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	5:30A- 6A (ET)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
3.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	6A- 6:30A (ET)	1	1	1	1	1	1			5	\$1,200.00	\$6,000.00	WHDH Boston (WHDH)		9/12/12
4.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	6:30A- 7A (ET)	1	1	1	1	1	1			5	\$1,200.00	\$6,000.00	WHDH Boston (WHDH)		9/12/12
5.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	7A- 8A (ET)	2	2	2	2	2	2			10	\$1,800.00	\$18,000.00	WHDH Boston (WHDH)		9/12/12
6.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	8A- 9A (ET)	2	2	2	2	2	2			10	\$1,800.00	\$18,000.00	WHDH Boston (WHDH)		9/12/12
7.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	7A- 9A (ET)							2		2	\$850.00	\$1,700.00	WHDH Boston (WHDH)		9/12/12
8.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	9A- 10A (ET)							2		2	\$300.00	\$600.00	WHDH Boston (WHDH)		9/12/12
9.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	8A- 9A (ET)								2	2	\$850.00	\$1,700.00	WHDH Boston (WHDH)		9/12/12
10.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	9A- 9:30A (ET)	1				1	1			3	\$750.00	\$2,250.00	WHDH Boston (WHDH)		9/12/12
11.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	10A- 11A (ET)		1							1	\$600.00	\$600.00	WHDH Boston (WHDH)		9/12/12
12.0	Normal Line / SPOT	09/19/12-09/19/12	3	:30	12P- 12:30P (ET)			1						1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/12/12
13.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	12:30P- 1P (ET)						1			1	\$750.00	\$750.00	WHDH Boston (WHDH)		9/12/12

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Date:

Accepted-Station:

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Comments:

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WHDH

### Buyer Name

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### Phone/Fax

11954

### CPE

Local/Political Candidate Agency

### Account Types

Standard

### Billing Type

Comments

### Comments

Date Entered 09/12/12  
Last Modified 09/13/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$39,727.50  
Net Total \$225,122.50  
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Grand Total: 170 \$264,850.00

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14.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	1P- 2P (ET)	1	1							1	\$650.00	\$650.00	WHDH Boston (WHDH)		9/12/12
15.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	2P- 3P (ET)	1	1	1	1	1	1			5	\$150.00	\$750.00	WHDH Boston (WHDH)		9/12/12
16.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	10A- 11A (ET)							1		1	\$300.00	\$300.00	WHDH Boston (WHDH)		9/12/12
17.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	9A- 10:30A (ET)								2	2	\$250.00	\$500.00	WHDH Boston (WHDH)		9/12/12
18.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	3P- 4P (ET)	2	2	2	2	2	2			10	\$150.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
19.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	4P- 4:30P (ET)	2	2	2	2	2	2			10	\$900.00	\$9,000.00	WHDH Boston (WHDH)		9/12/12
20.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	4:30P- 5P (ET)	2	2	2	2	2	2			10	\$1,000.00	\$10,000.00	WHDH Boston (WHDH)		9/12/12
21.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	5P- 5:30P (ET)	2	2	2	2	2	2			10	\$1,200.00	\$12,000.00	WHDH Boston (WHDH)		9/12/12
22.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	5:30P- 6P (ET)	2	2	2	2	2	2			10	\$1,400.00	\$14,000.00	WHDH Boston (WHDH)		9/12/12
23.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	6P- 6:30P (ET)	2	2	2	2	2	2			10	\$1,700.00	\$17,000.00	WHDH Boston (WHDH)		9/12/12
24.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	6P- 6:30P (ET)							2		2	\$1,700.00	\$3,400.00	WHDH Boston (WHDH)		9/12/12
25.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6P- 6:30P (ET)								2	2	\$1,700.00	\$3,400.00	WHDH Boston (WHDH)		9/12/12
26.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	7P- 7:30P (ET)	1	1	1	1	1	1			5	\$1,800.00	\$9,000.00	WHDH Boston (WHDH)		9/12/12
27.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	7:30P- 8P (ET)	1	1	1	1	1	1			5	\$2,000.00	\$10,000.00	WHDH Boston (WHDH)		9/12/12

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Agency Media Strategies & Research (1800)  
Product POLITICAL CANDIDATE (1051)  
Brand Est 11954 (27694)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax /  
CPE 11954  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

Date Entered 09/12/12  
Last Modified 09/13/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
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28.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	7:57P- THE VOICE	2								2	\$10,000.00	\$20,000.00	WHDH Boston (WHDH)		9/12/12
29.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	10P- REVOLUTION	1								1	\$7,000.00	\$7,000.00	WHDH Boston (WHDH)		9/12/12
30.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	7:57P- THE VOICE			1						1	\$10,000.00	\$10,000.00	WHDH Boston (WHDH)		9/12/12
31.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	9P- 10P (ET)			1						1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)	GO ON/ NEW NORMAL	9/12/12
32.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	10P- PARENTHOOD			1						1	\$6,500.00	\$6,500.00	WHDH Boston (WHDH)		9/12/12
33.0	Normal Line / SPOT	09/19/12-09/19/12	4	:30	7:57P- THE VOICE (R)				1					1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
34.0	Normal Line / SPOT	09/19/12-09/19/12	4	:30	9P- 10P (ET)				1					1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)	ANIMAL PRACTICE/ GUYS WITH KIDS	9/12/12
35.0	Normal Line / SPOT	09/19/12-09/19/12	4	:30	10P- REVOLUTION (R)				1					1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)		9/12/12
36.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	9P- 10P (ET)					1				1	\$7,000.00	\$7,000.00	WHDH Boston (WHDH)	OFFICE/ PARKS & REC	9/12/12
37.0	Normal Line / SPOT	09/20/12-09/20/12	4	:30	10P- ROCK CENTER WITH BRIAN WILLIAMS					1				1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/12/12
38.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	7:57P- INCLR ALMA AWARDS					2				2	\$1,200.00	\$2,400.00	WHDH Boston (WHDH)		9/12/12
39.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	10P- DATELINE						1			1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)		9/12/12

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40.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6:57P- FOOTBALL NIGHT IN AMERICA	1							1	1	\$10,000.00	\$10,000.00	WHDH Boston (WHDH)		9/12/12
41.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	7:28P- NOTRE DAME FOOTBALL	2			2	2				2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		9/12/12
42.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	10:59P- 7 News at 11 PM	2	2	2	2	2				10	\$2,200.00	\$22,000.00	WHDH Boston (WHDH)		9/12/12
43.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	10:59P- 7 News at 11 PM	2				2				2	\$2,200.00	\$4,400.00	WHDH Boston (WHDH)		9/12/12
44.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	11:30P- 7 News at 11 PM	1						1		1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)		9/12/12
45.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO	1	1	1	1	1				5	\$1,500.00	\$7,500.00	WHDH Boston (WHDH)		9/12/12

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